



2024 ANNUAL REPORT

A SUMMARY OF THE ORGANIZATION'S ACCOMPLISHMENTS



REPORT HIGHLIGHTS

Educated nearly 1,600 health care professionals through our monthly educational webinars

Completed the fourth year of the CO-mmunity Corps, our AmeriCorps VISTA program, assisting 232 organizations to increase capacity for immunization services

Hosted the Epidemiology and Prevention of Vaccine-Preventable Diseases "Pink Book" Course, drawing over 300 attendees

Partnered with local public health, community-based organizations, and trusted messengers to host immunization clinics and promote vaccine access; hosted a Trusted Messenger Community of Practice

Created media campaigns to promote RSV, flu, and COVID-19 vaccines

Reached nearly 40,000 people with vaccine education at community events and vaccine clinics

A NOTE FROM OUR TEAM

In 2024, Colorado saw immunization rates for K-12 and child care age students drop and exemption rates rise. This has been the general trend post-pandemic, and while we've made incremental strides to address key issues like access and hesitancy, much work remains. To respond to these challenges, Immunize Colorado spent the year working across our core focus areas to continue to build awareness for and educate providers and the public on the importance of immunization; advance policies that support Colorado's immunization and public health infrastructures; fight vaccine misinformation online and in person at community events; and launch and sustain programs that increase access to and demand for vaccines, especially in underserved communities.

This report is just a snapshot of our efforts in 2024. As we look to the next year, we remain committed to supporting our partners across public health and healthcare to help address the decrease in immunization rates; promote continued vaccination; find strategic ways to reach underserved communities; foster confidence in and access to all vaccines for all Coloradans; and ultimately advance our mission to protect Colorado families, schools, and communities from vaccine-preventable diseases. This work presents many challenges, but we remain wholeheartedly committed to it and to the people of Colorado.

OUR IMPACT



Coalition Building

- Completed the fourth year as an [AmeriCorps VISTA](#) sponsoring organization:
 - Placed seven (7) full-time national service members at six (6) public health organizations. Members recruited 58 volunteers, supported 232 organizations, and served **nearly 3,000 Coloradans** with increased access to medical care, including immunizations; over **2,500 people** were vaccinated at clinics involving VISTA members
- Continued grant-funded work with Trusted Messengers to plan educational events and mobile vaccine clinics for Latino, BIPOC, LGBTQ+, older adult, unhoused, uninsured, disability, refugee, and faith communities; Trusted Messengers, in partnership with the Colorado Department of Public Health and Environment (CDPHE), Denver Health, and local public health departments, organized **73 clinics** that gave **7,326 vaccines**
- Led a Trusted Messenger Community of Practice to convene **five (5) organizational partners**
- Hired **three (3) college-age Youth Ambassadors** who developed projects aiming to increase vaccine awareness for their peers; Ambassadors organized an educational webinar, created and distributed a youth attitudes survey, and created posters to promote vaccine access and awareness
- Convened the Colorado Refugee and Immigrant Immunization Taskforce (RIIT) to develop interventions that bolster vaccine access in refugee and migrant communities, including launching a **survey of nearly 100 community members** to inform updates to the Refugee and Immigrant online hub, www.corefugeeiz.org, which will be launched in 2025



Public Policy

- Convened the Immunize Colorado Policy Committee, which successfully supported **four (4) bills and 1 ballot measure** (which all passed):
 - *HB24-1009: Bilingual Child Care Licensing*
 - *SB24-034: Increased Access to School Based Health Care*
 - *SB24-053: Racial Equity Study*
 - *SB24: Equity, Diversity & Inclusion in Child Welfare*
 - *Denver Health Ballot Initiative, 2Q*
- Opposed and helped defeat *HB24-1005: Parents Bill of Rights*, which would have opened the door for increased rates of medical and religious exemptions to school-required vaccines
- Created policy fact sheets, key messages, and action alerts, and drafted and organized testimony for legislative committee hearings



Free and Low-Cost Vaccines

- Supported the [Shots for Tots and Teens](#) program, which provided **1,608 vaccines to 460 patients** at 26 community-based vaccine clinics
- Worked with partners across the state to help coordinate vaccine clinics and distribute over **7,200 vaccines to 3,102 patients**, most of whom were un- or under-insured or identified with a marginalized group

OUR IMPACT



Community Outreach & Awareness

- Published **13 new posts** to the [Team Vaccine Blog](#) which earned **2,893 views**
- Shared posts to IC-owned social media accounts, which garnered **over 110,000 organic impressions**
- Launched newly designed, updated Immunize For Good campaign websites in English and Spanish ([immunizeforgood.com](#) and [vacunalosporsubien.com](#)), aimed at helping parents and caregivers learn the facts about immunization and gain confidence to vaccinate their kids; the websites had over **28,000 visitors**
- Connected with **over 30,000 community members** at over **300 community events**, including Vaccine Sundays (hosted by Trusted Messenger Julissa Soto), the Denver Family Fest, Children's Hospital Colorado's Teddy Bear Clinic, Sierra's Race Against Meningitis, the Walk With Autism, and the Pueblo Community Baby Shower, among others
- Launched a disease-specific fact sheet campaign and created fact sheets explaining 12 vaccine-preventable diseases and the vaccines that protect against them, including HPV, polio, and measles; these had **nearly 6,000 views**
- Created social media campaigns including #PlanToProtect (encouraging respiratory virus vaccination) and #MisinformationMonday (highlighting and correcting key pieces of online misinformation about vaccines)



Provider Education

- Hosted **seven (7) educational webinars** on topics including risks of measles outbreaks, building trust in public health among Asian Americans, resources for school-located vaccination events, supporting newcomer vaccination needs, and more; these webinars reached nearly **1,600 health care providers**.
- Released the [2024 immunization schedule palm cards](#), delivering **over 30,000 cards** to healthcare providers and other immunization professionals across Colorado
- Hosted the [Epidemiology and Prevention of Vaccine-Preventable Diseases "Pink Book" Course](#), a two-day comprehensive review of immunization principles, vaccine-preventable diseases, and vaccines presented by the Centers for Disease Control and Prevention (CDC); the course had over **300 attendees**
- Launched a Motivational Interviewing training and provided it to over **100 healthcare providers** and others involved in immunization delivery to learn collaborative skills in goal-oriented vaccine discussion with patients and clients



Data Translation & Action

- Developed and continually updated an internal data repository to house Colorado-specific immunization data from a variety of sources, including the state health department and the CDC
- Utilized 2023-24 immunization data to prepare talking points for interviews and share information on the importance of vaccines (and Colorado's low rates) with reporters



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